

TAMILNAD MERCANTILE BANK LIMITED
TUTICORIN

ADVERTISING BUDGET
FOR
INITIAL PUBLIC OFFER

ADFACTORS ADVERTISING
MUMBAI
01.09.2022
REVISED 3

BUDGET SUMMARY
Initial Public Offer

Client : Tamilnad Mercantile Bank Limited
 Date : 01st September 2022

Activity	Grand Total (Rs. in lacs)
Statutory Advertising	
Statutory Ad-1(DRHP Filing Notice Ad)	1.65
Statutory Ad-2(Bid Opens Ad)	3.16
Statutory Ad-3(Bid Announcement Ad)	5.01
Statutory Ad-4(Basis of Allotment)	3.16
Statutory Advertising (A)	12.97
Corporate Advertising	
Print	65.37
Print - Additional Publication (Gujarat/Jaipur/Mumbai)	14.36
Corporate Advertising (B)	79.72
Issue Advertising	
Issue Opens Today Ad	
Issue Ad - Open Ad	377.87
Issue Closes Today Ad	
Issue Advertising (C)	377.87
Television	58.57
Digital ##	63.09
TV/Digital (D)	121.66
Road Shows(Provision)#	1.00
Virtual (Press /Brokers/Analysts)conference in Mumbai (Approximate costs actuals will be billed)	
Professional Fee for PR* (As per EL)	15.00
Production(Provision)**	3.00
TVC (30 Sec)	
Total (E)	19.00
Total (A + B + C + D + E)	611.22

Note :

- 1) Sizes of ad may differ depending on final contents at the time of release.
- 2) * Will be billed by Adfactors PR Private Limited. GST will be extra, as applicable.
- 3) # Press / Broker / Analyst Conferences Charges will be billed on actuals. GST will be extra
- 4) # Subject to Confirmation.
- 5) # Incase its Physical roadshow the cost would be extra.
- 6)** To be billed at actual. Taxes are not included.
- 7) Publication rates mentioned herein are current rates, which are subject to change incase of any revision from publication.
- 8)## Digital activity subject to approval by BRLMs and Counsels.
- 9)All above cost of the publication valid for 30 days only. It will change if there is revision in publication rate.

For Client Approval

Authorised signatory



For Adfactors Advertising LLP

ANIL BHALERAO

Authorised signatory



Statutory Print Plan

Client : Tamilnad Mercantile Bank Limited

Campaign : Statutory Ad

Date : 01st September 2022

Campaign	Publications	Edns	Cir 000'	Size			Total	Hue	Lang	Ins	Pg Pos	Rate per sqcm/c		Cost (In Rs.)	
				W	H							Card	Nego	Card	Offer
Statutory Ad-1 (DRHP Filing Notice Ad)	Financial Express	All	150	20	35	700	B/W	Eng	1	Inside Pg	3515	75	2460500	52500.00	
	Jansatta	All	112	20	35	700	B/W	Hin	1	Inside Pg	Combo	Combo	Combo		
	Daily Thanthi	Tirunelveli	121	20	35	700	B/W	Tam	1	Inside Pg	171	150	119700	105000.00	
											Total			2580200	157500.00
										GST 5%				7875.00	
										Sub Total				165375.00	
Statutory Ad-2 (Bid Opens)	Financial Express	All	150	33	50	1650	B/W	Eng	1	Inside Pg	3515	75	5799750	123750.00	
	Jansatta	All	112	33	50	1650	B/W	Hin	1	Inside Pg	Combo	Combo	Combo		
	Daily Thanthi	Tirunelveli	121	33	52	1716	B/W	Tam	1	Inside Pg	171	103	293436	176748.00	
											Total			6093186	300498.00
										GST 5%				15024.90	
										Sub Total				315522.90	
Statutory Ad-3 (Price Band)	Financial Express	All	150	33	50	1650	B/W	Eng	1	Inside Pg	3515	75	5799750	123750.00	
	Financial Express	All	150	33	30	990	B/W	Eng	1	Inside Pg	3515	75	3479850	74250.00	
	Jansatta	All	112	33	50	1650	B/W	Hin	1	Inside Pg	Combo	Combo	Combo		
	Jansatta	All	112	33	30	990	B/W	Hin	1	Inside Pg	Combo	Combo	Combo		
	Daily Thanthi	Tirunelveli	121	33	52	1716	B/W	Tam	1	Inside Pg	171	103	293436	176748.00	
	Daily Thanthi	Tirunelveli	121	33	30	990	B/W	Tam	1	Inside Pg	171	103	169290	101970.00	
										Total			9279600	476718.00	
										GST 5%				23835.90	
										Sub Total				500553.90	
Statutory ad-4(Basis of Allotment Ad)	Financial Express	All	150	33	50	1650	B/W	Eng	1	Inside Pg	3515	75	5799750	123750.00	
	Jansatta	All	112	33	50	1650	B/W	Hin	1	Inside Pg	Combo	Combo	Combo		
	Daily Thanthi	Tirunelveli	121	33	52	1716	B/W	Tam	1	Inside Pg	171	103	293436	176748.00	
											Total			6093186	300498.00
										GST 5%				15024.90	
										Sub Total				315522.90	
												Grand Total			1296974.70

Note :

- 1)The Size mentioned herein is approximate, and can be finalised post contents.
- 2) Publication rates mentioned herein are current rates, which are subject to change in case of any revision from publication

Financial Express (All Edns -11): **Mumbai,Pune, Ahmedabad,Delhi, Lucknow, Chandigarh,Kolkata, Chennai,Kochi, Bangalore,Hyderabad**
 Jansatta (All Edns -4) : **Kolkata, Chandigarh, New Delhi, Lucknow**

We approve this estimate and authorise you to proceed with the release of the advertisements as above

For Clients Approval



Date :

For Adfactors Advertising LLP

ANIL BHALERAO

Authorised Signatory



Corporate Print Plan

Client : Tamilnad Mercantile Bank Limited
 Campaign : Corporate Advertising (Print)
 Date : 01st September 2022

Publications	Edns	Cir 000'	Size			Total	Hue	Lang	Ins	Pg Position	Card Rate	Offer Rate	Card Cost	Offer Cost
			W	H										
The Economic Times (All)	Mumbai, Delhi, Bangalore, Kolkata, Hyderabad, Chennai, Ahmedabad, Lucknow, Pune, Chandigarh, Jaipur	518	32.92	25		823	Col	Eng	1	Inside Pg	6900	3750	5678700	30,86,250.00
The Hindu (All)	Bengaluru, Mumbai, Kolkata, Kozhikode, Kochi, Coimbatore, New Delhi, Hubli, Hyderabad, Lucknow, Chennai, Madurai, Mangalore, Tirupati, Tiruchirappalli, Vijayawada, Visakhapatnam	1245	33	25		825	Col	Eng	1	Inside Pg	14315	2400	11809875	19,80,000.00
Hindu Business Line (All)	Bengaluru, Mumbai, Kolkata, Kozhikode, Kochi, Coimbatore, Hubli, Hyderabad, Chennai, Madurai, Mangalore, Delhi, Thiruvananthapuram, Tiruchirappalli, Vijayawada, Visakhapatnam	214	33	25		825	Col	Eng	1	Inside Pg	Combo	Combo	Combo	
Business Standard (All)	Ahmedabad, Bengaluru, Bhubneshwar, Mumbai, Kolkata, Chandigarh, Kochi, Delhi, Hyderabad, Lucknow, Chennai, Pune	127	33	25		825	Col	E/H	1	Inside Pg	2020	300	1666500	2,47,500.00
Financial Express (All)	Mumbai, Pune, Ahmedabad, Delhi, Lucknow, Chandigarh, Kolkata, Chennai, Kochi, Bangalore, Hyderabad	155	33	25		825	Col	Eng	1	Inside Pg	2835	300	2338875	2,47,500.00
Mint (All)	Mumbai, Delhi, Bangalore, Ahmedabad, Kolkata, Hyderabad, Chennai.	200	33.2	25		830	Col	Eng	1	Inside Pg	2400	800	1992000	6,64,000.00
										Sub Total				62,25,250.00
										GST 5%				3,11,262.50
										Grand Total				65,36,512.50

Note :

- 1) Publication rates mentioned herein are current rates, which are subject to change incase of any revision from publication
- 2) Estimate valid for 30 days only, which are subject to change incase of any revision from publication

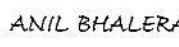
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 Authorised signatory



For Adfactors Advertising LLP


 Authorised signatory



Issue Print Plan

Client : Tamilnad Mercantile Bank Limited
 Campaign : Issue Advertising (Issue Ad, Issue Opens Today, Issue Closes Today)
 Date : 01st September 2022

Publications	Edns	Cir 000'	Size			Total	Hue	Lang	Ins	Pg	Position	Card Rate	Offer Rate	Offer Cost(Rs.)	
			W	H											
The Times of India (West + Delhi)	Mumbai, Ahmedabad,Pune, Nagpur, Goa, Delhi	1710	Full Page Colour				Col	Eng	1		Inside Pg-Full Pg	32015126	12000000	1,20,00,000.00	
The Economic Times (All)	Mumbai, Delhi,Bangalore,Kolkatta, Hyderabad, Chennai, Ahmedabad, Lucknow,Pune, Chandigarh, Jaipur	518	Full Page Colour				Col	Eng	1		Inside Pg-Full Pg	Combo	Combo		
The Economic Times (All)	Mumbai, Delhi,Bangalore,Kolkatta, Hyderabad, Chennai, Ahmedabad, Lucknow,Pune, Chandigarh, Jaipur	518	Full Page Colour				Col	Eng	1		Inside Pg-Full Pg	11916300	5200000	52,00,000.00	
Business Standard (All)	Ahmedabad,Bengloru, Bhubneshwar,Mumbai,Kolkata, Chandigarh, Kochi,Delhi,Hyderabad, Lucknow,Chennai, Pune	127	33	50	1650		Col	E/H	2		Inside Pg - Full Pg	2020	300	9,90,000.00	
Financial Express (All)	Mumbai,Pune, Ahmedabad,Delhi, Lucknow, Chandigarh,Kolkata, Chennai,Kochi, Bangalore,Hyderabad	155	33	50	1650		Col	Eng	1		Inside Pg - Full Pg	2835	300	4,95,000.00	
The Hindu (All)	Bengaluru, Mumbai, Kolkata, Kozhikode, Kochi, Coimbatore, New Delhi, Hubli, Hyderabad, Lucknow, Chennai, Madurai, Mangalore, Tirupati, Tiruchirappalli, Vijayawada, Visakhapatnam	1245	Full Page Colour				Col	Eng	1		Inside Pg-Full Pg	24092145	4000000	4000000.00	
Hindu Business Line (All)	Bengaluru, Mumbai, Kolkata, Kozhikode, Kochi, Coimbatore, Hubli, Hyderabad, Chennai, Madurai, Mangalore, Delhi Thiruvananthapuram, Tiruchirappalli, Vijayawada, Visakhapatnam	214	Full Page Colour				Col	Eng	2		Inside Pg-Full Pg	Combo	Combo		
Mint (All)	Mumbai, Delhi, Bangalore, Ahmedabad, Kolkatta, Hyderabad, Chennai.	200	33.2	52	1726		Col	Eng	1		Inside Pg-Full Pg	2400	800	13,81,120.00	
Gujarat Samachar (All)	Ahmedabad, Mumbai, Baroda,Surat,Rajkot, Bhavnagar,Bhuj	1356	33(8)	52	416		b/w	Guj	1		Inside Pg-Full Pg	8625	8625	35,88,000.00	
Sandesh (All Edns)	Ahmedabad,Baroda,Surat,Rajkot, Bhavnagar,Bhuj	956	36	52	1872		b/w	Guj	1		Inside Pg-Full Pg	1060	795	₹ 14,88,240.00	
Divya Bhaskar (All Edns)	Ahmedabad, Mumbai Baroda,Surat,Rajkot, Bhavnagar,Bhuj	1016	33	52	1716		Col	Guj	1		Inside Pg-Full Pg	2034	995	₹ 17,07,420.00	
Rajasthan Patrika	Jaipur	450	33	52	1716		Col	Hln	1		Inside Pg-Full Pg	4773	900	15,44,400.00	
Daily Thanthi	Chennai,Madurai, Dindugul,Trichy,Tanjore,Coimbatore, Tirupur,Erode,Salem,Tirunelveli, Nagercoil,Vellore,Cuddalore,Pondy ,Bangalore, Mumbai.	1473	33	52	1716		b/w	Tam	1		Inside Pg-Full Pg	3245	1947	33,41,052.00	
Bombay Samachar	Mumbai	58	33	51	1683		Col	Guj	1		Inside Pg - Full Pg	550	150	2,52,450.00	
													Total		3,59,87,682.00
													GST 5%		17,99,384.10
													Grand Total		3,77,87,066.10

- Note :
- 1)The Size mentioned herein is approximate, and can be finalised post contents.
 - 2) Publication rates mentioned herein are current rates, which are subject to change incase of any revision from publication
 - 3)Estimate valid for 30 days only. which are subject to change incase of any revision from publication

We approve this estimate and authorise you to proceed with the release of the advertisements as above

For Client Approval

Authorised signatory



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ANIL BHALERAO

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Television Plan

Client : Tamilnad Mercantile Bank Limited

Product : Initial Public Offer

Campaign : Issue Advertising (Issue TVC)

Period : 03 Days

Durations : 30 Seconds Spots

Date : 01st September 2022

Markets	Channel	Lang	Prog	Day	Time	Dur (in secs)	No of spots	FCT (in secs)	Rate 10 sec	Total Cost (In Rs.)
Business News Channels (English)										
National	CNBC TV 18	Eng	ROS	Mon - Sun	0600-2400 hrs	30	75	2250	12353	₹ 27,79,425.00
National	CNBC Awaaz	Hin	ROS	Mon - Sun	0600-2400 hrs	30	75	2250		
National	CNBC Bazar	Guj	ROS	Mon - Sun	0600-2400 hrs	30	75	2250		
National	ET - Now	Eng	ROS	Mon - Sun	0600-2400 hrs	30	75	2250	7060	₹ 15,88,500.00
National	ET - Now Swadesh	Hin	ROS	Mon - Sun	0600-2400 hrs	30	75	2250	Combo	
National	Zee Business	Hin	ROS	Mon - Sun	0600-2400 hrs	30	75	2250	1765	₹ 3,97,125.00
Gujarati News Channels										
Gujarat	Sandesh News	Guj	ROS	Mon - Sun	0600-2400 hrs	30	75	2250	471	₹ 1,05,975.00
Gujarat	GS News	Guj	ROS	Mon - Sun	0600-2400 hrs	30	75	2250	412	₹ 92,700.00
						Total				49,63,725.00
						GST 18%				8,93,470.50
						Grand Total				58,57,195.50

Note :

- 1) Television rates mentioned herein are current rates, which are subject to change incase of any revision.
- 2) Estimate valid for 30 days only, which are subject to change incase of any revision from Channels


We approve this estimate and authorise you to proceed with the release of the advertisements as above

For Client Approval


 Authorised signatory



For Adfactors Advertising LLP


 Authorised signatory



Digital Plan

Client : Tamilnad Mercantile Bank Limited
 Campaign : Issue Advertising (Digital)
 Period : 1/2 Days
 Geography : Pan India
 Date : 01st September 2022

Platform	Section	Property	Size	Est Impression	Unit Rate	Total Cost (Rs.)	Schedule
Money Control	Home Page	Content Pusher + Skinner	990x500,300x250 ,145x625	3.5 Mn	1000000.00	₹ 20,00,000.00	5th & 6th Sept
Money Control	Home Page	Web Interstitial	1280*540	1 Mn			7th Sept
EconomicTimes.com	Home Page	PPD + Skin	1003x80 , 1003x350 , 125x600	2 Mn	588250.00	₹ 5,88,250.00	5th Sept
Chittorgarh	HP+ROS	Standard Banners	970x250, 300x250	4000000	142	₹ 5,68,000.00	5th ,6th, 7th Sept
Mint	Home Page	Road Block-web+app	High Impact Roadblock- Mobile: 320x100 Expando, M-Gage, Sticky Bottom (App), Desktop: 1290x250 Expando, 300x250	6 Mn	825000.00	₹ 8,25,000.00	5th Sept
Bloomberg Quint	ROS	Standard Banners	Impact Units=970*90 expands to 970*418, 1600*900,320*430,Standard Units=300*250,320*50,728*90,970*250	1000000	295	₹ 2,95,000.00	5th Sept
The Hindu - Business Section	Desktop + Mobile	Roadblock (HP + ROS)	300*600 / 300*250 / 728*90/ 160*600	5,00,000		₹ 3,00,000.00	5th & 6th Sept
Business Line	Desktop + Mobile	Roadblock (HP + ROS)	300*600 / 300*250 / 728*90	7,00,000			5th & 6th Sept
Sptulsian.com	Home Page	Rich Media	300 x 600			₹ 2,50,000.00	5th Sept
InvestmentguruIndia	Desktop + Mobile	Home Page + ROS	970 X 250, 300 X 600	2500000	100	₹ 2,50,000.00	5th ,6th, 7th Sept
ipowatch.in	Desktop + Mobile	Homepage -ROS	990X 250, or 728X90, 300X100, or 300X250	300000		₹ 90,000.00	5th ,6th, 7th Sept
ipocentral.in	Desktop + Mobile	Homepage -ROS	970 X 250, 300 X 250	120000		₹ 80,000.00	5th ,6th, 7th Sept
Chanakyanipothi	Desktop + Mobile	Home Page	970 x 418,300x250	160000	Fixed	₹ 1,00,000.00	5th ,6th, 7th Sept
				Total		₹ 53,46,250.00	
				GST 18%		₹ 9,62,325.00	
				Grand Total		₹ 63,08,575.00	

Note :

- 1) All the above sites subject to availability during the activity./ time of booking
- 2) Digital activity subject to approval by BRLMs and Counsels.
- 3) Estimate valid for 30 days only, are subject to change incase of any revision from Digital.

We approve this estimate and authorise you to proceed with the release of the advertisements as above

For Client Approval

Authorised signatory



For Adfactors Advertising LLP

ANIL BHALERAO
 Authorised Signatory



TAMILNAD MERCANTILE BANK LIMITED
Media Schedule (Corporate & Issue Advertising)

 (Issue Opening on **MONDAY** 5th August 2022 and Issue Closes on **WEDNESDAY** 7th August 2022)

Publication	Edns	No.of INR	Tue 30	Wed 31	Thu 1	Fri 2	Sat 3	Sun 4	Mon 5	Tue 6	Wed 7
Corporate + Issue Advertising											
The Times of India	All	0 + 1							IO		
The Economic Times (All)	All	1 + 2				C			IO		IC
Business Standard (All)	All	1 + 2				C			IO		IC
Financial Express (All)	All	1 + 1							IO	C	
The Hindu	All	1 + 1				C				I	
Hindu Business Line (All)	All	1 + 2				C			IO		IC
Mint (All)	All	1 + 1							C	I	
Gujarat Samachar (All)	All	1							IO		
Sandesh (All Edns)	All	1								I	
Divya Bhaskar (All Edns)	All	1									IC
Bombay Samachar	Mumbai	1							IO		
Rajasthan Patrika	Jaipur	1							IO		
Daily Thanthi	All	1							IO		
Statutory Ad											
Financial Express	All	3	ST1&2								
Jansatta	All	3	ST1&2								
Daily Thanthi	Tirunelveli	3	ST1&2								
Television Issue Advertising											
Channels	Spots	Time Band									
CNBC TV 18	75	0600-2400 hrs							30	30	15
CNBC Bazar	75	0600-2400 hrs							30	30	15
CNBC Awaaz	75	0600-2400 hrs							30	30	15
ET - Now	75	0600-2400 hrs							30	30	15
ET Now Swadesh	75	0600-2400 hrs							30	30	15
Zee Business	75	0600-2400 hrs							30	30	15
Sandesh News	75	0600-2400 hrs							30	30	15
GS News	75	0600-2400 hrs							30	30	15
Digital (Issue Advertising)											
Day											
Money Control	3 Days										
Economicstimes.com	1 Day										
Chittorgarh	3 Days										
Mint	1 Day										
Bloomberg Quint	1 Day										
The Hindu - Business Section	2 days										
Business Line	2 days										
sptulsian.com	1 Day										
InvestmentguruIndia	3 Days										
ipowatch.in	3 Days										
ipocentral.in	3 Days										
Chanakyanipothi	3 Days										

C = Corporate Ad, I=Issue Open Ad IO=Issue Opens Today IC=Issue Closes Today ST1=Statutory ad-1(Bid Open) ST2=Statutory ad-2(Price Band) ST3=Stat ad-3(Basis of Allotment)
 ST3 = Basis of Allotment ad to be schedule later.

Television
 Digital
 Date: 01.09.2022



ANIL BHALERAO

